

AMER AMMAR

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GENERAL MANAGER

Hospitality Operations Management | Pre-Opening Hotels Offering over 26 years of success

An accomplished hospitality management professional with over 18 years of multicultural experience in the Hospitality sector across pre hotel opening, management, streamlining operating procedures to achieve operational excellence with full budget and P&L accountability.

A visionary leader and Key Custodian of Quality assurance in different hotels thus driving the team towards achieving desired results.

Proven professional competencies in mobilizing and judiciously managing resources with structured inputs in the domains of planning, scheduling, delivery and monitoring.

Gained extensive multicultural experience; geographically sound and proficient in maintaining highest level of quality in operations and ensuring adherence to all the quality parameters and procedures as per the stringent norms.

Core Competencies



Areas of Expertise

Budgeting Oversight:

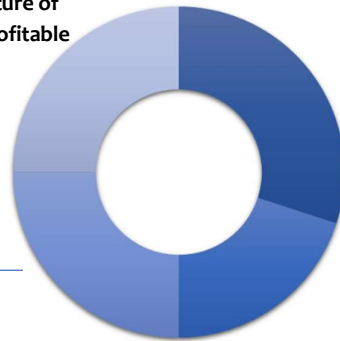
Designed, developed and implemented strategy to exceed revenue budgets, increased footfalls and brand loyalty by managing overall infrastructure of Hotel business, ensuring to achieve highly profitable operations.

Service Standards Assurance:

Achieved highest standards of customer service norms and increased in brand value by conceptualizing and executed unique concepts related to dining's.

Profitability Maximization:

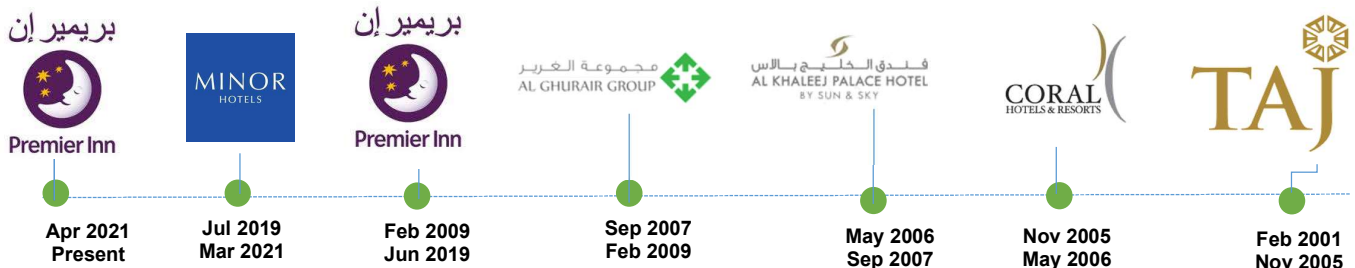
Increased profitability and business reach by exploring new partners in associated markets, driving sales and marketing initiatives and increasing the length of stay for guests and thus emphasizing on hotel revenue.



Corporate Behavior Analysis:

Established smooth and convenient communications channel with all the department of the hotel in order to avoid any delay in operations.

Career Timeline (Experiences post-Feb 2001)



Professional Experience

Premier Inn Hotels LLC **Apr 2021 – Present**

Key Assignment: Pre-Opening of Premier Inn Barsha Heights, Dubai, UAE (219 Rooms)

MINOR Hotels as General Manager **Jul 2019 – Mar 2021**

Key Assignment: Pre-Opening of Avani Ibn Battuta, Dubai, UAE (360 Rooms)

Premier Inn Hotels LLC, UAE as Multiple Roles **Feb 2009 – Jun 2019**

Growth Path:

Sep 2015 – Jun 2019 as General Manager

Jun 2014 – Sep 2015 as Cluster General Manager

Feb 2009 – Jun 2014 as General Manager

Key Assignments:

Pre-Opening of Premier Inn Dubai Silicon Oasis, Dubai, UAE 230 Rooms; Feb 2009 – May 2011

Pre-Opening of Premier Inn Abu Dhabi Capital Centre, Abu Dhabi, UAE 242 Rooms; May 2011 – Jun 2014

Premier Inn Abu Dhabi Hotels – Cluster, Abu Dhabi, UAE 542 Rooms, Jun 2014 – Sep 2015

- Premier Inn Abu Dhabi Capital Centre, 242 Rooms, Jun 2014 – Sep 2015

- Premier Inn Abu Dhabi International Airport 300 Rooms; Jun 2014 – Sep 2015

Premier Inn Dubai Investments Park Dubai, UAE 304 Rooms; Sep 2015 – Jun 2019

Domain Skills

Noteworthy Highlights:

- **Pre-Opening:** Coordinating all pre-opening activities and coordinating with the construction team, the construction timeline and act as a liaison between hotel personnel, construction contractors, consultants, steak holders and Brand Hotel Management.
Proper planning of brand education and market positioning leading up to the opening date
- **Strategy Planning:** Conceptualizing and designing innovative strategies and ensuring the smooth execution of overall tasks.
- **HR Management:** Supporting HR Function by devising and suggesting strategic people management practices, including payroll, and recruitment with the accountability of building capacity and capabilities among teams through L&D initiatives.
- **Government Liaison:** Maintaining seamless coordination and liaison with government bodies, regulatory authorities and local leaders to obtain necessary licenses and approvals in line with the compliance standards.
- **Revenue Management:** Boosting revenue growth through effective implementation of strategic distribution and pricing tactics to drive business plan.
- **Operations Management:** Overseeing day to day operation of all aspects of hotel's functions and work collaboratively with all department heads to make sure operations are running smoothly in tandem with one another, streamlining operations in line with the organizational vision and Improving profitability to noticeable percent.
- **Facility Management:** Setting up, managing and maintaining overall facilities management function, ensuring appropriate up keeping, and maintenance of hotel, property and assets.
- **Health and Safety:** Handling all aspects of occupational health & safety standards while appropriately resolving emergencies and urgent issues to safeguard the business value.
- **Finance Management:** Entrusting with the responsibility of setting goals and objectives, monitoring general expenses, and handling financial aspects of the organization.
- **Guest Relationship:** Working closely with department heads and team to ensure compliance and delivery brand promise.
- **Risk Assessment:** Overseeing performance against key success metrics, identifying and mitigating risks associated with achieving the business plans.
- **Inventory Management:** Responsible for overseeing overall restaurant/hotel inventory, keeping control on cost & expenses by making optimum utilization of resources & time to ensure profitability while ensuring adherence to quality parameters.

- **Budgeting and Forecasting:** Accountable for preparing the yearly business plan that includes budgeted revenues and expenses.
- **F&B Environment:** Executing standard Food & Beverage operations to embellish service as per benchmarks; set-up system & procedures for the F&B department while implementing measures for cost control to enhance revenue generation & profitability.
- **Building Management:** Ensuring that the building meets safety requirements and facilities comply with legislation by the timely completion of agreed work by staff or contractors and attaining agreed service levels of building.
- **Brand Management:** Maximizing brand visibility by identifying new markets, latest trends & customer requirements to develop the stay experience at all the commercial buildings.
- **General Administration:** Managing daily operations, administering various issues/queries, and providing solutions.

Previous Work Experience

Al Ghurair Group, Dubai, UAE as Hospitality Manager	Sep 2007 – Feb 2009
Key Assignments: Pre-Opening of Nojoom Hotel Apartments, Dubai, UAE; 180 Deluxe Apartments	
Al Khlaeej Group of Hotels, Dubai, UAE as Hotel Manager	May 2006 – Sep 2007
Key Assignments: Pre-Opening Al Khaleej Suites, Dubai, UAE; 80 Deluxe Apartments	
Coral International, Dubai, UAE as Front Office Manager	Nov 2005 – May 2006
Key Assignments: 5* Coral Deira, Dubai, UAE	
Taj Palace, Dubai 5* Luxury Hotel as Multiple Roles	Feb 2001 – Nov 2005
Growth Path:	
Jul 2004 – Nov 2005 as Assistant FOM - Front Office Department	
Jan 2003 – Jul 2004 as Duty Manager - Front Office Department	
Apr 2002 – Jan 2003 as Income Auditor/ Credit Officer - Finance Department	
May 2001 – Apr 2002 as Night Auditor - Finance Department	
Feb 2001 – May 2001 as Pre-Opening: Stores / F&B Cost control – Finance	
Aquamarina Tours & Travel, Aqaba, Jordan as Operations/ Sales Manager	Feb 1999 – Apr 2001
Arab Falcon for Travel & Tourism, Amman, Jordan as Operations/ Sales Manager	Apr 1995 – Feb 1999
Forte Grand – Amman as Receptionist / Front Office Department	Mar 1994 – Mar 1995

Education and Credentials

- **Bachelors in Accounting and Business Administration**
Jordan University, Amman, 1994.

Technical Skills

- Opera / Micros / Ideas Revenue Management System
- Microsoft Office (Word, Excel, PowerPoint).



Personal Dossier

Date of Birth: 4th Dec 1972

Nationality: Jordanian | **Marital Status:** Married

No. of Dependents: Three | **Languages Known:** Arabic and English

